

### REMARKS

Presently pending in the current application are claims 1-52. Claim 1 is currently amended and claims 2-52 are original.

#### 35 USC 102(e) Rejections

Claim 1 was rejected as being anticipated by Bakshi et al. (US 6,772,200). Although Applicant does not believe that Bakshi fully teaches or suggests original claim 1, in order to continue prosecution of this case in an efficient manner, Applicant has amended claim 1 and believes such an amendment overcomes Bakshi.

#### Currently Amended Claim 1

Claim 1 has been amended to include, among other limitations:

Communicating real-time to users of an ISP, comprising:

Accessing by a redirecting device only user upstream traffic from a destination site requested by the user; (support for this limitation can be found at least in Abstract, [0057], [0059], [0064], [0065], Fig. 1, Fig. 2, Fig. 3, Fig. 4)

Identifying the user by using data available from the user and provider infrastructure to provide a fixed identifier based on the accessed user upstream traffic; (support for this limitation can be found at least in Abstract, [0111], [0112])

Providing, by the redirecting device, the fixed identifier to a consolidating and management device, wherein the consolidating and management device is separate from the redirecting device; (support for this limitation can be found at least in Abstract, [0111]-[0117], Fig. 1, Fig. 2, Fig. 3, Fig. 4)

If a message for the user is desired, examining, by the redirecting device, the accessed user upstream traffic to determine if it is possible to send a redirection, wherein the examining occurs without modifying the accessed user upstream traffic; and (support for this limitation can be found at least in Abstract, [0057], [0118], [0119], Fig. 2)


Selectively redirecting the message to the user for display on a message vehicle.  
(support for this limitation can be found at least in Abstract, [0030], [0057], [0087])

Conclusion

Applicant believes currently amended claim 1 is not taught or suggested by Bakshi and thus is in condition for allowance. As such, Applicants respectfully request currently amended claim 1 as well as all claims that depend from claim 1 to be passed to allowance.

If the Examiner has any other matters which pertain to this Application, the Examiner is encouraged to contact the undersigned to resolve these matters by Examiner's Amendment where possible.

Respectfully Submitted,

  
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